



Attorney Docket No. J140U002US00 (B01.002)

Application Serial No. 09/845,051

Patent

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: KEIL et al.

Application Serial No.: 09/845,051

Filing Date: April 27, 2001

For: SYSTEM TO PROVIDE  
CONSUMER PREFERENCE  
INFORMATION

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)  
) Group Art Unit: 3622

)  
) Examiner: Lastra, Daniel

)  
) **RESPONSE** to January 23, 2006 Final  
) Office Action

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) Attorney Docket No.: J140U002US00  
) (B01.002)

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) **PTO Customer Number 33893**  
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CERTIFICATE OF MAILING UNDER 37 CFR 1.8

I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Mail Stop ~~RCE~~ Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, on December 28, 2005.

Dated: 5/12/2006 By: Meredith Mescher

Mail Stop RCE  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

In response to the Advisory Action mailed January 23<sup>rd</sup>, 2006, please amend the above-identified application as follows:

**Amendments to the specification** begin on page 2 of this paper;

**Amendments to the claims** begin on page 3 of this paper; and

**Remarks** begin on page 20 of this paper.